



University Enterprises Cooperation
In Game Industry In Ukraine



Building symbiotic
partnership between
universities and the
game industry.



gamehub-cbhe.eu

Certificate of participation



Olga Dmytriyeva

It is hereby confirmed that she attended the workshop

Creative thinking & digital business making

held from 28.11.2016 to 01.12.2016

in Vasyl Stefanyk Precarpathian National University in Ivano-Frankivsk
for 26 hours

Olga Dziabenko
University of Deusto,
Project coordinator

signature

Katarzyna Gdowska
AGH University of Science and Technology
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signature and stamp

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Creative thinking & digital business making

workshop program



Active teaching methods (2 h)

How to develop your business idea? Understanding yourself (2 h)

Workshop on creativity (4 h)

False premises vs. data-driven knowledge – defining the target market (1 h)

Empathy maps: creating user persona (1 h)

Gathering meaningful data about your customers – data sources for customer analysis and targeting (tools: Google Analytics, Google Keyword Planner, similarweb.com) (2 h)

Conducting a Perfect Pitch session (2 h)

An Introduction to business models (2 h)

The Business Model Canvas (4 h)

Designing a project team (2 h)

Team project (3 h)

Conclusion session networking (1 h)